



Jill M. Leibold, Ph.D.

DIRECTOR – JURY RESEARCH

jleibold@litigationinsights.com

With over 12 years of trial consulting experience, Dr. Leibold has applied her expertise in juror decision-making to hundreds of cases across all genres of litigation. Clients rely on her skills in preparing challenging witnesses for deposition and trial, and on her extensive experience in jury selection for both civil and criminal cases. She specializes in developing statistically based, juror risk profiles to identify jurors for cause and peremptory strikes, and also applies the qualitative analyses to develop case stories and themes.

Jill frequently presents at national legal conferences and writes for legal trade publications about juror attitudes, implicit bias and jury selection in the areas of environmental and toxic torts, personal injury, asbestos, insurance bad faith, patent and trademark, product liability, fraud and criminal cases.

She is based in Los Angeles and applies her understanding of California juries in pro bono work for the state and local communities. For example, she worked with a team of local and national counsel to develop a standard juror questionnaire for asbestos cases for the Southern California courts.

Education

- Ph.D., Social Psychology, Michigan State University
- M.S., Social Psychology, The Pennsylvania State University
- B.A., *summa cum laude*, Psychology, University of Minnesota – Minneapolis

Professional Experience

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| 2011- | Director – Jury Research Litigation Insights, Inc. Overland Park, KS/ Los Angeles, CA |
| 2007-2011 | Senior Trial Consultant Litigation Insights, Inc. Overland Park, KS/ Los Angeles, CA |
| 2004-2007 | Senior Trial Consultant Decision Analysis, Inc. Los Angeles, CA |
| 2001-2004 | Analytical Consultant Casey Family Programs Seattle, WA |

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| 2002-2003 | Marketing Analyst Market Cast Los Angeles, CA |
| 2000-2001 | Research Analyst Atlas DMT/aQuantive Seattle, WA |

Selected Articles, Publications and/or Presentations

- Leibold, J.M., & Marinakis, C.M., (2018). My Case Isn't Going to Trial, So Why Do I Need A Trial Consultant? *Insights*
- Leibold, J.M. (2018). How to Persuade Jurors in Trial Using Their Own Voir Dire Feedback. *Insights*
- Leibold, J.M. (2018). Four Challenges of Jury Selection in Small Town Venues. *Insights*
- Cook, K. & Leibold, J.M.. (2018). Commitment Effects, Part 2: Does Allowing Juror Discussion Prior to Deliberation Affect Their Decision Making? *Insights*.
- Marinakis, C.M., Leibold, J.M., & Pitera, M.J. (2018). What Do Jury Consulting Services Cost When on a Budget? *Insights*
- Leibold, J.M., Solomon, J., Goldberg, N., & Solheim, M. (2017). Strategies for Mitigating Damages. *Presented to the Fall Meeting of USLAW, Carlsbad, CA*
- Leibold, J.M., Grawe, D., & Umberger, R.L. (2017). The Impact of Millennial Jurors on Trucking Litigation. *Presented to the Meeting of the American Trucking Association, Beaver Creek, CO*
- Leibold, J.M. (2017). Commitment Effects: Does Asking Verdict Questions Early Commit Mock Jurors to a Position? Part I. *Insights*.
- Leibold, J.M. (2017). What's on Employees' Minds? Employee Rights, Pay, & Government Regulation. *Insights*.
- Leibold, J.M. (2017). Should My Client Say, "I'm Sorry"? *Insights*.
- Leibold, J.M. (2017). A Millennial Could Be Your Next Jury Foreperson. *Insights*.
- Leibold, J.M. (2016). Closing the Case: Dealing with Plaintiffs, Multiple Defendants and Competing Exposures. *Panel presented to the Defense Asbestos Litigation Symposium, Las Vegas, NV.*
- Leibold, J.M., Tedder-King, A. & Bloomberg, A. (2016). How Jurors' Attitudes about Gender and Age Discrimination in the Workplace Affect Your Case. *USLaw, Fall/Winter 2016.*
- Leibold, J.M. (2016). Litigating the Bad Faith Claim. *Panel presented to the USLaw Spring 2016 Client Conference, Rancho Palos Verdes, CA.*
- Leibold, J.M. (2016). Are Jurors Biased against Foreign-Made Products? *Insights*.
- Leibold, J.M., Welter, J., Saul, J. (2016). Defending Corporate Witness Depositions against the Reptile Approach. *Panel presented to the ACI Asbestos Conference, Philadelphia, PA.*
- Leibold, J.M. & Bloomberg, A. (2016). Combating Negative Insurer Attitudes Toward Insurers with Effective Visuals. *USLaw, Fall/Winter 2015.*
- Leibold, J.M. (2015). Understanding Jurors' Healthcare Attitudes When Preparing for Trial. *Insights*.
- Leibold, J.M. (2015). The Effects of Millennials for Your Voir Dire and Jury Selection. Presentation to the Sedgewick Law Firm, Los Angeles, CA.
- Leibold, J.M. & Bloomberg, A. (2015). Combating Negative Juror Attitudes toward Insurers with Effective Visuals. *USLaw, Fall/Winter 2015.*
- Leibold, J.M. (2015). Who is the Ideal Juror to Look for During Voir Dire? *The Jury Expert*.
- Leibold, J.M., Spalding, S., Forgas, S., Solheim, M., & Umberger, R. (2015). *Preparing the Corporate Witness for Reptile Questions. Panel presented to USLaw Fall 2015 Client Conference, Boston, MA.*
- Leibold, J.M. (2014). Confidentiality: A Look at the Best Way to Screen Jurors for a Mock Trial. *Insights*.
- Leibold, J.M. (2014). Strategies for Generational Communication in Jury Selection. *Seminar for the University of Farmers Insurance, Westlake Village, CA.*

- Leibold, J.M. & Keeney, J. (2014). Critique of Closing Arguments and Jury Consultants' Observations. *The Defense Asbestos Litigation Seminar: A Practical Guide to Winning Lung Cancer Cases in Trial*, Las Vegas, NV.
- Leibold, J.M. & Keeney, J. (2014). Jury Consultants' View of Persuasion in a Lung Cancer Case. *The Defense Asbestos Litigation Seminar: A Practical Guide to Winning Lung Cancer Cases in Trial*, Las Vegas, NV.
- Leibold, J.M. (2014). Who Are These People? The Keys to Jury De-selection. *Seminar for Defense Research Institute meeting*, Scottsdale, AZ.
- Leibold, J.M., Pitera, M.J., Price, J.M. & Dukart, J.Y. (2013). Attitudes toward Japanese Corporations. *For the Defense: Defense Research Institute*.
- Leibold, J.M., Babbitt, E.K. & Huber, L.A. (2013). Take This to the Bank: Jurors' Evaluations of Financial Industry Defendants during a Recession. *For the Defense: Defense Research Institute*.
- Leibold, J.M. (2013). The Highlight Reel: Jurors in Deliberations – How Will They React to Your Case? *Presented at the DuPont Tort and Environmental Group Annual Meeting*, Wilmington, DE.
- Leibold, J.M. (2012). Implicit and Explicit Attitudes – How Stereotypes Affect Our View of Ourselves and Others. *Presentation to Nilan Johnson*, Minneapolis, MN.
- Leibold, J.M. (2012). It's All about Safety: Jurors' Experiences and Attitudes about the Aviation Industry. *Insights*.
- Leibold, J.M. (2012). Innovative Trial and Pre-trial Strategies in Defending Aviation Litigation. *Paper and Presentation for ACI's Aviation Litigation Conference*, Boston, MA.
- Leibold, J.M. (2012). Tech-Savvy Jurors in High-Tech World: Strategies for Addressing Juror Misconduct. *Presented at International Association of Defense Counsel Annual Meeting*.
- Leibold, J.M. (2012). Creating a Thematic Narrative in Unorthodox Trials. *Seminar presented at the American Inns of Court*, Boise, ID.
- Leibold, J.M. (2011). *Grutter v. Bollinger* and the Behavioral Effects of Implicit Bias. *Insights*.
- Tidwall, K., Leibold, J.M., Lu, Linda E., Mickley, L. & Quesenberry, K.A. (2011). I'm Not a Bigot ... Am I? Exploring the Impact of Implicit Bias in and Outside the Courtroom. *Seminar presented at the 2011 ALFA International – ACC Chicago Joint Seminar*, Chicago, IL.
- Leibold, J.M. (2011). Perceptions of the Modern Juror. *Seminar presented at the Johnson County Bar Foundation 2011, Second Annual John Shamberg Memorial CLE*, Overland Park, KS.
- Weissner, C., Battapaglia, J., Kugle, G., Leibold, J.M. & St. Marie, S. (2011). Jury Selection – Leading Edge Tools and Techniques – Is a Crystal Ball Enough? *Seminar presented at the ABA Annual Meeting – Forum on the Construction Industry*, Scottsdale, AZ.
- Kimker, T., Browning, J., Ladner, J., Leibold, J.M. & Van Steenburgh, T.J. (2011). Women as Litigators. *ALFA International's 2011 International Client Meeting*, Hollywood, FL.
- Leibold, J.M. & Babbitt, E.K. (2011). Jurors with Attention Deficit Disorder: Tips on Identifying Jurors and Improving Their Attention. *The Jury Expert*, 23(2), 13-16.
- Leibold, J.M., Rasmussen, K. & Turnkey, C. (2010). Trial Questionnaires, Voir Dire and Pretrial Strategy to Reduce Risk. *Seminar presented at the Annual DRI Asbestos Medicine Meeting*, San Diego, CA.
- Leibold, J.M. (2010). The Case against Case Consolidation at Trial. *Insights*.
- Leibold, J.M. (2009). Implicit and Explicit Bias in the Courtroom (Part I & II). *Insights*.
- Gerkhe, C., Leibold, J.M., Crews, C. & Corley, G. (2009, July). Facebook, Twitter, and the World of Social Networking Sites: What Trial Lawyers Need to Know. *Texas Association of Defense Counsel Summer Meeting*, Coeur d'Alene, ID.
- Leibold, J.M., Duffly, F.R.V., Gonzalez, I.E. & So, K.K. (2009). Judicial Roundtable: The Impact of Diversity in the Modern Courtroom. *Presentation at the Mid-Year Meeting of the International Association of Defense Counsel*, Carlsbad, CA.
- Pitera, M.J. & Leibold, J.M. (2009). Top Five Recession Effects – The Myths, the Trends and the Implicit Bias. *Larson • King: Corporate Counsel Summit on Litigation and Trial Strategies*, St Paul, MN.
- Leibold, J.M. & Pitera, M.J. (2009). The Role of the Trial Consultant: Reducing the Uncertainty of Juror Judgments. *Halleland, Lewis, Nilan, & Johnson, PA*, Minneapolis, MN.

- Leibold, J.M. & McConnell, A.R. (2009). Implicit and Explicit Attitudes. *Annual Meeting of the American Society of Trial Consultants*, Atlanta, GA.
- Leibold, J.M. & Rowland, C.K. (2009). Drug and Medical Device Seminar: The Implicit and Explicit Effects of Bias and Gender in the Courtroom. *Drug and Medical Device Conference of the Defense Research Institute*, New York, NY.
- Leibold, J.M. (2009). The Implicit and Explicit Effects of Diversity in the Courtroom. *Mid-Year Meeting of the International Association of Defense Counsel*, Carlsbad, CA.
- McConnell, A.R. & Leibold, J.M. (2009). Weak Criticisms and Selective Evidence: Reply to Blanton, et al. *Journal of Applied Psychology*. Vol. 94, No. 3, 583–589.
- Numerous presentations and articles on communication, implicit bias and jury persuasion.

Professional Memberships and Certifications

- Member, American Society of Trial Consultants